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MONTHLY NOTES
FARM MANAGEMENT AND FARM ECONOMICS

July 1, 1921.

AT THE MADISON CONFERENCE of farm management specialists, twelve states were represented. Those present included Messrs. Cavert of Minnesota, Willard of North Dakota, McCullough of South Dakota, Galloway of Iowa, Robertson of Indiana, Elliott of Illinois, Taber of Ohio, Killough of Michigan, Ladd of New York, Chase of Colorado, Taylor of Nebraska, and Donald of Wisconsin.

Others who attended the conference included Dr. Ely, Dr. Hibbard, Dr. Macklin and Prof. Wehrweind of Wisconsin; Prof. Handschin of Illinois; Dr. Taylor, Dr. Stine, Dr. Stewart, and Messrs. Case and Genung from Washington.

PLANS FOR THE COMING YEAR were outlined by the extension men from the various states. These plans generally follow last year's work, with perhaps some emphasis on accounting schools, tours, the tenancy problem, and "permanent" demonstrations - that is groups of farmers who will carry on farm account books and demonstrations year after year.

In connection with discussion on measuring results the important point was brought out that measuring results presupposes some work which carries the evidence of accomplishment. It seems agreed that thought must be given to the whole matter of definite program and policy back of the demonstration work.

DR. HIBBARD SPOKE ON THE EFFECT OF TRANSPORTATION on farm practice. His general point was that if the present scale of freight rates is continued relatively to other price levels, it means a certain re-mapping of our agricultural geography. In other words, the zones of production for all bulky products have been automatically narrowed down.

DR. MACKLIN, IN A MARKETING TALK, dwelt on the possibilities of producers performing the marketing services economically by means of federation. In this connection, the discussion brought out forcibly the importance of strong local units, if federation is to be successful.

THE IMPORTANT QUESTIONS INVOLVED IN A LAND POLICY were discussed briefly by Dr. Ely. Prof. Wehrweind also took up the question of sub-marginal land, and developed the proposition that wise governmental land policy means public ownership of such land and its removal from competition with land that is capable of really profitable production until such time as it can be economically utilized for production purposes. This is rather opposed to some of the large-handed projects for reclamation and development of poor lands that have been before the public recently.

FARM MANAGEMENT TOURS were stressed somewhat in the conference. This seems to be a pretty effective way of driving home some demonstration results to a community. It was felt that a background of investigational data or records kept over consecutive years were a necessity in conducting tours held for the purpose of emphasizing desirable farm organization. A tour is being planned in Woodford County, Illinois in September, of which we hope to make a motion picture.

THE TENANCY PROBLEM is a real one in some Middle-Western states. Some of the demonstrators have held landlord-tenant meetings and otherwise given this attention. Dr. Stewart and Mr. Case led a discussion of the lease question in the conference. The matter of fair leases and fair adjustment of leases goes to the very heart of the economic problem in certain states. A good relationship and fair dealing between landlord and tenant is essential in developing the most desirable systems of farming.

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THE HISTORICAL ASPECT of farm practice was discussed by Dr. Stine in the conference. He brought out many interesting facts relative to the shifts in production over certain areas during the past hundred years. It seems evident that the more thoughtful study we give to the census and historical material, the better we are equipped to meet the present day problems of farm organization.

WHOLESALE PRICE INDEXES FOR MAY as made up by the Bureau of Labor are as follows, (1913 being the base or 100):-

Farm Products

Tobacco	218	House-furnishing goods	262
Wheat, No. 1, N.	175	Building materials	202
Milk (N.Y.)	158	Fuel & lighting	194
Hay, Timothy No. 1.	136	Cloths & clothing	181
Sheep	125	Chemicals (& drugs)	166
Wool (Medium)	106	Metals & metal products	138
Cotton	101	Food, Etc.	133
Eggs (N.Y.)	100	Farm Products	117
Steers (good to ch.)	99	<u>All Commodities</u>	151
Corn	99		
Hogs	98		
Potatoes	83		

THE TREND OF PRICES in May showed a beginning of some movement toward adjustment. Farm products rose slightly in general level for the first time in 13 months. Most other groups declined somewhat further, though metal products and building materials in particular show resistance to the drop. The index of all commodities fell 3 points below April.

Among farm products, those showing an upward trend included wheat, milk, cotton, and corn. Those showing downward trend included hay, wool, steers, and potatoes.

IN CONNECTION WITH PRICE STUDY, it will interest you to know that Dr. Warren of Cornell has material about in shape for a bulletin

1. The first step in the process of creating a new product is to identify a market need. This involves research into consumer behavior, market trends, and competitor analysis to determine what products are currently in demand and what gaps exist in the market.

2. Once a market need is identified, the next step is to develop a product concept. This involves defining the product's features, benefits, and target audience. It also involves creating a prototype or sample of the product to test its functionality and appeal.

3. The third step is to create a business plan. This plan outlines the product's market strategy, production process, financial projections, and operational details.

4. The fourth step is to secure funding. This may involve seeking investment from angel investors, venture capitalists, or crowdfunding platforms.

5. The fifth step is to manufacture the product. This involves finding a supplier or manufacturer who can produce the product in the required quantity and quality.

6. The sixth step is to launch the product. This involves creating a marketing plan, establishing distribution channels, and launching the product to the market.

7. The seventh step is to monitor and evaluate the product's performance. This involves tracking sales, customer feedback, and market trends to determine the product's success and identify areas for improvement.

8. The eighth step is to refine the product. This involves making changes to the product's features, benefits, or production process based on feedback and market analysis.

9. The ninth step is to expand the product. This involves launching the product in new markets, developing new product lines, or expanding distribution channels.

10. The tenth step is to maintain the product. This involves providing customer support, addressing issues, and ensuring the product remains competitive in the market.

Overall, the process of creating a new product involves a combination of market research, product development, financial management, and operational planning.

It is a complex process that requires careful planning and execution to ensure success.

By following these steps, you can increase your chances of creating a successful new product.

Remember, the key to success is to identify a market need, develop a product concept, and create a business plan that outlines the product's market strategy, production process, financial projections, and operational details.

Once you have a clear plan in place, you can secure funding, manufacture the product, and launch it to the market.

Finally, by monitoring and evaluating the product's performance, you can refine the product and expand it to new markets.

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on agricultural prices. This bulletin will be published soon by the Department of Agriculture. It will be a valuable collection of data on price movements and relationships.

RELATIVE TO THE \$50,000,000 LIVESTOCK LOAN recently arranged by a group of bankers, our understanding is that the details will be settled and the Committee ready for business by the 10th of this month. The intention is said to be to eliminate all possible technicalities and make speedy help available to the livestock growers who most need it. Information regarding the loan can be secured from Mr. J. R. Washburn, Vice President of the Continental and Commercial National Bank of Chicago.

IN ANSWER TO MANY QUERIES ABOUT THE COTTON SITUATION here is a summary of conditions in Georgia as forwarded by the farm management specialist, De F. Hungerford:

"The cotton situation in Georgia at the present time is very uncertain. Favorable and unfavorable conditions are almost evenly balanced. July is always a critical month for the crop and weather conditions in that month will very largely determine the yield.

"The crop is about three weeks later than usual this year due to the cold wet weather in April and the early part of May. A large portion of the crop was replanted but in spite of replanting the stands as a whole are poor. Since the middle of May the weather has been dry and hot, but on the whole favorable for cotton growth.

"Boll weevils have been found in all parts of the State, although their development has been retarded by the hot, dry weather, they are present in such numbers that cold wet weather in July would bring about a serious situation. Due to economic conditions, very little calcium arsenate has been bought for use in combatting the weevils, but farm labor being cheaper and more abundant this year, the farmer will doubtless use every cultural method known to keep the weevils in check.

"Very conflicting reports have been issued in regard to the acreage planted. Estimates placing the reduction in acreage as low as 10 per cent and as high as 40 per cent have been given out. The reduction is probably not much over 15 per cent. The reduction in the amount of fertilizer used is more marked than the reduction in acreage. The tonnage of fertilizer sold this year is about 40 per cent less than last year."

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